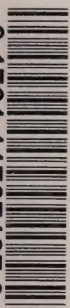


CAI  
MH50  
- Q 76



3 1761 11767137 0







Good Plans

CA1  
MH 50  
- Q76

# QUEBEC RENOVATION MARKETS

CMHC Market Analysis Centre

1994

\$11.50

## Renovation spending to reach \$4.4 billion in 1994

**A** stronger economic recovery, along with more jobs and continued low interest rates are on the way for 1994, spelling good news for Quebec's renovators. As a result, home renovation spending is expected to rise by 3.8 per cent to \$4.4 billion in the new year.

This increase means spending in the renovation sector will outstrip that in new construction for the sixth year in a row. This is impressive considering that new construction spending will also go up. It should reach \$3.6 billion in 1994, up 11.4 per cent from 1993. Overall, residential renovation spending will rise by 7.3 per cent to \$8.5 billion.

Although the renovation market is affected by the general state of the economy, it weathers cyclical changes better than new construction. Renovation expenditures tend to stabilize during economic slowdowns and to increase more slowly during high growth periods. As a result, the renovation and new construction markets have performed quite differently during the very gradual recovery of 1993. Spending estimates for 1993 show a drop of 7.5 per cent in new construction

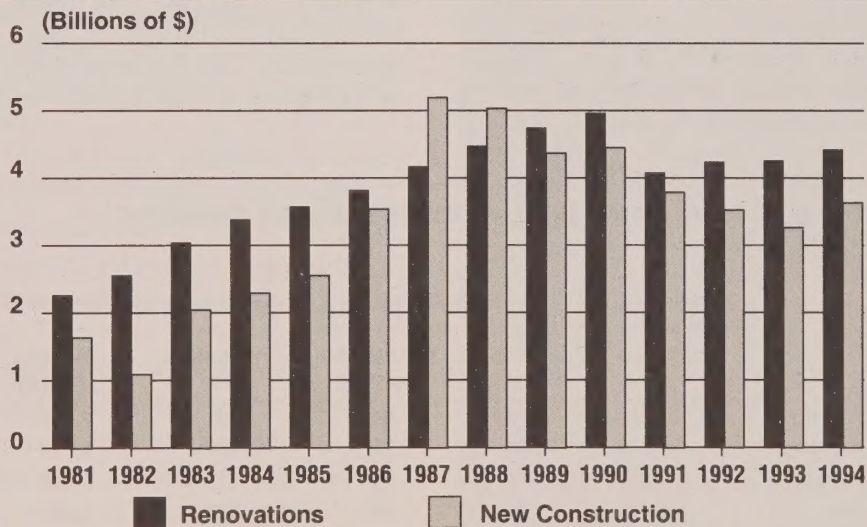
spending, but a slight rise of 0.5 per cent in renovation expenditures.

The state of the Quebec's housing market this year is particularly favorable to renovations. First, the sluggish resale market should encourage homeowners to renovate rather than move. Second, the high rental vacancy rate will likely spur income property owners to renovate their buildings so as to keep their tenants. However, only one sector of the renovation market is

expected to increase — renovation and alterations. This is the largest sector with estimated expenditures of \$2.9 billion in 1993. Spending on other types of work, such as repairs and conversions, should decrease.

These estimates show that consumer confidence is still lagging, but, by 1994, it will likely bounce back. Together with low interest rates, this should fuel higher demand for residential renovation. ■

### Home renovation will be a \$4.4 billion market in Quebec in 1994



Source: Statistics Canada; 1993-94 CMHC forecast.





# Homeowner renovation

## 1991 survey results

### Recession strikes a heavy blow

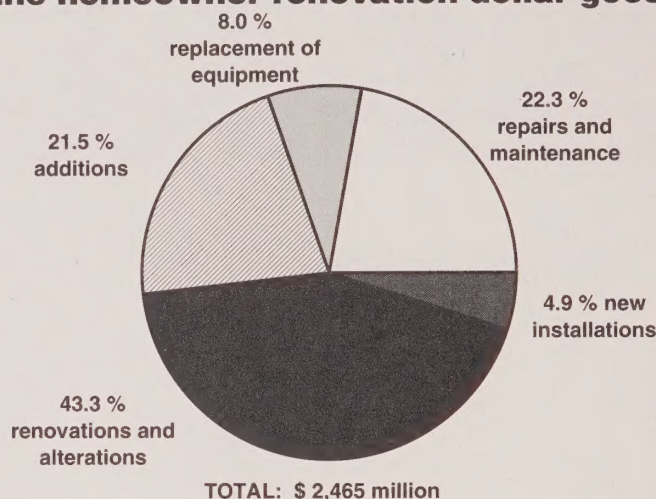
According to the latest survey on renovation spending done for 1991, the recession hit the homeowner renovation market hard in Quebec. After having peaked at \$3.3 billion in 1990, homeowner spending fell by 25 per cent to \$2.5 billion in 1991. The recession and job uncertainty probably contributed to the decline.

The drop in renovation spending reflects two trends: fewer homeowners undertook renovation work in 1991 and average expenditures were down. The percentage of homeowners who carried out renovation work in 1991 fell to 68 per cent from 76 per cent in 1990. The average spent was \$2,468 per household, compared to \$2,906 in 1990.

This drop in the spending average per household caused Quebec to fall to third place, behind Ontario (\$3,033) and British Columbia (\$2,736). Average expenditures in the Atlantic and Prairie Regions were \$2,103 and \$2,173, respectively.

Homeowner renovations and repairs fall into five major categories as shown in the pie chart on this page. (See Information

### Where the homeowner renovation dollar goes



Source: Statistics Canada.

Sources, page 5, for detailed descriptions of each category).

Large projects likely to add to a home's value captured the bulk of the homeowner renovation dollar. Renovations and alterations projects received 43.3 per cent of the renovation dollar by Quebec homeowners, while additions to structures received 21.5 per cent.

Repairs and maintenance costs, which serve mainly to maintain homes in good condition, amounted to 22.3 per cent of the homeowner bill for repairs and renovations. This is a large share of total costs as most homeowners

have to absorb some repairs and maintenance costs.

The two remaining major categories captured smaller shares of the renovation dollar: 8.0 per cent for replacement of equipment and 4.9 per cent for new installations.

The recession in Quebec mostly affected major renovations, which consumers tend to postpone when times are hard. Spending in the two leading sectors — renovation and alterations and additions — declined the most. Their market shares of \$1.07 billion and \$529 million, respectively, represented drops of 26.5 per cent and 33.6 per cent over 1990. Repairs and maintenance and equipment replacement can't be delayed so easily. Therefore these sectors decreased less, by 19.8 per cent (to \$549 million) and 6.8 per cent (to \$198 million) respectively.

There were also fewer households undertaking major renovation jobs compared with the smaller, hard-to-postpone ones. Only 36.1 per cent of homeowners spent money on renovations and alterations or additions in 1991; 57.4 per cent did so for repairs, maintenance, or equipment replacement.

### Renovation spending in major urban centres — Quebec

	Homeowner households Estimated number	Expenditure		Households reporting spending	
		Aggregate Millions (\$)	Per cent on contract	Percentage (%)	Average spent (\$)
<b>TOTAL</b>	<b>1,459,450</b>	<b>2,466</b>	<b>64</b>	<b>68</b>	<b>2,468</b>
Montreal	549,784	838	72	70	2,178
Québec	124,830	257	66	72	2,855
Hull	45,243	65	45	72	1,976
Chicoutimi	30,745	37	42	71	1,684
Trois-Rivières	28,434	58	61	80	2,579
Sherbrooke	23,503	40	67	76	2,226
Rest of province	656,911	1,171	60	65	2,729

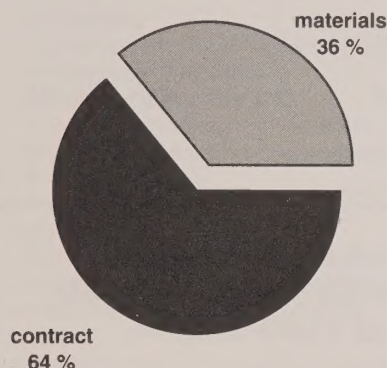
(continued on next page)



# Contract work is the hardest hit

**W**hen times are tough, homeowners are more inclined to do renovation work themselves rather than via contract. Therefore, the volume of contract work (which includes both labour and materials) in Quebec dropped by

## Contract work receives 64 per cent of the renovation dollar



Source: Statistics Canada

(continued from page 2)

## Montreal area retains the largest market share

Despite a spending drop from 1990, the Montreal metropolitan area retained the largest share of the renovation market in Quebec. Homeowner spending in Montreal totaled \$838 million in 1991, accounting for 34 per cent of the Quebec market. In 1990, the Montreal area had a 47.6 per cent share of the market. The decline was due in part to lower average spending per household, which fell from \$3,494 in 1990 to \$2,178 in 1991. It was also the result of a decrease, from 78 per cent to 70 per cent, in the proportion of homeowners who undertook renovations during the same period.

By contrast, Québec City, which was less exposed to the economic slowdown, saw its market share

29.4 per cent to \$1.58 billion in 1991. In contrast, spending on materials only, a sign of do-it-yourself work, fell by only 15.9 per cent to \$886 million.

The proportion of renovation spending on contract work in Quebec during 1991 was nearly two thirds, or 64 per cent of the market. This was one of the lowest rates in the country. Ontario had the highest percentage (70.6 per cent), followed by British Columbia (67.7 per cent). The Prairies and Quebec had similar percentages, while the Atlantic Region had the lowest proportion (56.6 per cent).

In Quebec, moreover, this percentage tended to vary depending on the type of work, ranging from 58.4 per cent for additions to 72.7 per cent for new installations.

double from 5.2 per cent in 1990 to 10.4 per cent (or \$257 million) in 1991. This increase came as a result of a spending average of \$2,855 per household, the highest in the province. These figures confirm that the Québec area housing market tends to have a somewhat delayed reaction to provincial trends.

Trois-Rivières continued to have the province's highest percentage of households carrying out renovations, with 80 per cent, compared to the provincial average of 68 per cent.

Other areas in the province grabbed almost half of the provincial renovation market, with a share of \$1.17 billion. While the proportion of households who undertook renovation work decreased, the average expenditure increased. ■

On a regional level, the Montreal metropolitan area remained the market leader with the highest percentage of work contracted out — 72 per cent — compared to the provincial average of 64 per cent. The Chicoutimi-Jonquières area had the lowest proportion at 42 per cent. ■

In addition to the **Renovation Markets** series, CMHC's Market Analysis Centre produces the following publications:

- Canadian Housing Markets Quarterly, \$44 per year. (Catalogue No. NH12-7E)
- Mortgage Market Trends Quarterly, \$44 per year. (Catalogue No. NH12-8E)
- National Housing Outlook Quarterly, \$66 per year. (Catalogue No. NH12-9E)

Order by contacting CCG—Publishing, 45 Sacré-Coeur Boulevard, Hull, Quebec, K1A 0S9. For faster ordering call (819) 956-4802 or fax (819) 994-1498. Please add 7% GST where applicable. For orders outside Canada, please add 30%.

Market Analysis Centre housing market analysts and economists also publish a wide range of publications that report on local housing markets across Canada. These include:

- Resale Market Forecast
- Housing Forecast
- Residential Construction Forecast
- Local Housing Market Report

These publications are available on a complimentary basis; contact the market analyst in your local CMHC office, listed in the white pages of your telephone book.



# Major homeowner repair and renovation jobs

**H**omeowner renovation projects are further broken down into 21 major job categories ranked by the total amount of business they generate (See table on page 5: Ranking by job category.) Survey information for each category produced sales totals, percentage of homeowners spending money in these areas and average household spending figures.

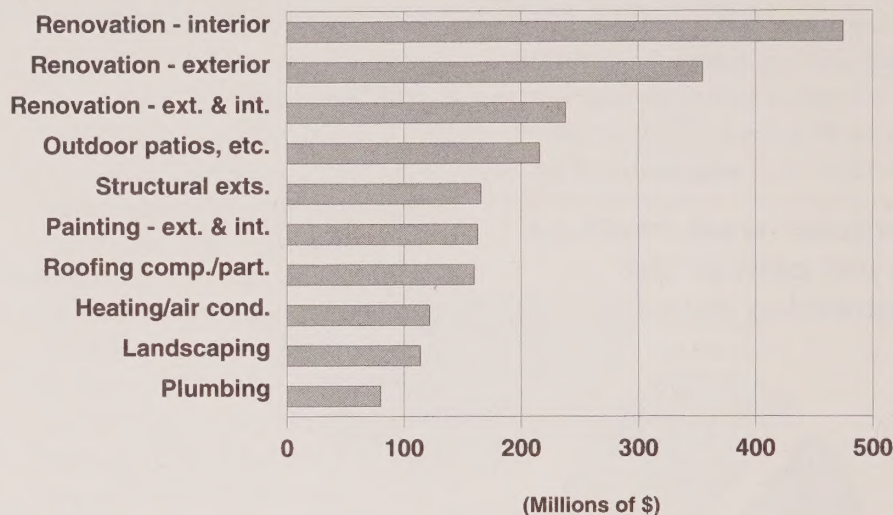
Ten types of jobs led Quebec's renovation market in 1991. Ranked in order of highest demand by consumers, they were: interior renovations, exterior renovations, interior and exterior renovations, fences and patios, etc., building additions, interior and exterior painting, total or partial roof replacement, heating and air conditioning, landscaping, and plumbing systems.

All ten job types each had a market of over \$100 million in 1991. The first three alone accounted for over \$1 billion.

Frequency of homeowner spending for these job types changed very little from 1990 to 1991, but the average expenditures did. The big-ticket renovation jobs were generally scaled down in 1991. For example, the spending average for interior and exterior renovations dropped from nearly \$8,000 in 1990 to under \$5,400 in 1991. Similarly, the per-household expenditure for work on garages and carports decreased from \$5,500 to \$3,300. However, for other repairs and maintenance work, which involved smaller cash outlays, average spending went up from \$384 in 1990 to \$606 in 1991.

The 21 job categories are ranked by volume of business into three general markets: \$200 million or more (large), \$100 million

## Top ten renovation jobs in 1991



Source: Statistics Canada, 1991 Homeowner Repair and Renovation Survey.

to \$200 million (mid-size) and under \$100 million (small).

## Top four job categories worth over \$200 million each

Three categories of renovation work led the market. Interior renovation includes jobs such as kitchen or bathroom remodeling; exterior renovation may include window and door replacement; and renovations with both interior and exterior elements will cover projects such as building a fireplace with chimney. Also included is exterior projects on patios, fences, etc.

In three of the four top categories, slightly more than 10 per cent of homeowners reported some spending. In all four, average spending was also high — ranging from \$1,400 to \$5,400. These jobs top the ranking because of the high proportion of homeowners involved in such work and substantial average spending.

## Five mid-size jobs worth between \$100 and \$200 million

The mid-size jobs included the most frequent renovation activity: exterior and interior painting which was reported by 42 per cent of homeowners. The average expenditure for this job, often do-it-yourself work, was only \$267.

The other jobs in that group resulted in average spending ranging from around \$1,000 up to \$3,000. They remained in the mid-size category because they were reported by less than 10 per cent of the homeowner population.

## Smaller job categories worth less than \$100 million each

The remaining twelve job categories include more narrowly defined, specific types of projects such as caulking and weather-stripping and command less than \$100 million each in spending. Homeowners either don't spend often on such projects, or the

(continued on page 8)



## Ranking: by job category

Rank	Aggregate expenditure Millions (\$)	Homeowner households reporting spending Percentage (%)*	Average spent (\$)
<b>OVER \$200 MILLION</b>			
1 Renovation — interior only	475	10.7	3,038
2 Renovation — exterior only	355	10.6	2,283
3 Renovation — both exterior and interior	238	3.0	5,362
4 Outdoor patios, fences, driveways and inground swimming pools**	216	10.5	1,406
<b>\$100 MILLION — \$200 MILLION</b>			
5 Structural extensions	166	3.4	3,312
6 Painting — interior and exterior	163	41.7	267
7 Roofing complete & partial**	160	6.0	1,835
8 Heating and air conditioning	122	8.5	977
9 Landscaping	114	7.4	1,058
<b>UNDER \$100 MILLION</b>			
10 Plumbing**	80	14.5	380
11 Hard surface flooring and carpeting**	71	6.3	770
12 Garages and carports	66	1.2	3,714
13 Electrical systems**	48	7.0	470
14 Carpentry (incling wooden floors)	41	3.3	836
15 Other interior walls and ceilings	40	6.0	449
16 Exterior walls	33	7.1	316
17 Built-in appliances**	25	2.2	787
18 Wallpapering	16	6.5	167
19 Other repairs and maintenance	15	1.8	606
20 Other new installations and replacement**	12	0.8	1,068
21 Caulking and weather stripping	11	5.9	127

\* In 1991, there were 1,459,453 homeowner households

\*\* Indicates aggregate categories

Sources: Statistics Canada, CMHC.

## INFORMATION SOURCES and DEFINITIONS

Information for this report originates mainly from various publications produced by Statistics Canada and special tabulations requested by CMHC.

In addition to the Housing Repair and Renovation Survey described below, the data sources include construction statistics, building permits, wholesaler sales and national income and expenditure accounts.

The Housing Repair and Renovation Survey provides detailed information on the spending characteristics of homeowners. The latest survey available, conducted in the spring of 1992, asked 25,000 homeowners about their renovation spending in 1991. The main results of this survey are published in Homeowner Repair and Renovation Expenditure in Canada — 1991 (Catalogue No. 62-201).

The survey asks homeowners about their spending on contract or materials for renovation for the

previous year. It identifies specific types of repair and renovation activities which are grouped under five major headings: renovations and alterations; structural additions; repairs and maintenance; replacement of equipment; and new installations.

### Repairs and Maintenance:

Expenditures made on an existing structure or piece of equipment to keep it in good working condition and appearance so as to maintain it in "as new" a condition as possible.

### Replacement of Equipment:

Installation of equipment that replaces an existing unit. Includes upgrading to a superior quality of equipment and conversion from one type of unit to another (such as replacing an electric hot water heater with a gas fuelled unit).

### Additions:

Structural extensions or additions to the property (such as rooms, decks, garages, carports, garden sheds etc.), inground swimming pools, fences, patios, driveways, and major landscaping.

### Renovations and Alterations:

Work done that was intended to upgrade the property, rearrange the interior space, modernize existing facilities. Includes jobs such as remodelling rooms, adding or replacing doors and windows, renovating exterior walls, upgrading insulation and adding eavestroughing.

### New Installations:

The installation of equipment that did not previously exist on the property, or that was installed in addition to the equipment on the property.



## Core age group leads market

The generation aged 35 to 54 continued to dominate the Quebec renovation market in 1991, with homeowners between these ages undertaking more work and more expensive work than people younger or older than themselves.

In 1991 nearly 53 per cent of Quebec's homeowners were in the 35 to 54 core age group, and they accounted for 62 per cent, or \$1.5 billion, of the renovation market.

Higher average incomes and a higher rate of homeownership were the factors that most likely induced the 35 to 54 year-olds to undertake renovations.

Their lion's share of the renovation market was partly the result of more frequent renovation spending, with 71 per cent of them reporting such expenditures as compared to 68.5 per cent for the overall population. It was also due to their higher average expenditures (\$2,790 compared to \$2,468).

Core group homeowners are also more likely to undertake the

## Core renovation customers

Household heads aged 35 to 54:

	Total	35-54	Share of total spending 35-54
<b>Number of households</b>			
total	1,459,453	769,195	52.7%
with expenditures	999,190	545,863	54.6%
<b>Total spending (millions \$)</b>	<b>\$2,466</b>	<b>\$1,523</b>	<b>61.8%</b>
... on contract	\$1,580	\$977	61.8%
... on materials	\$886	\$546	61.6%
<b>By type:</b>			
Repairs and maintenance	\$549	\$311	56.6%
Replacement of equipment	\$198	\$119	60.1%
Additions	\$529	\$392	74.1%
Renovations and alteration	\$1,068	\$610	57.1%
New installation	\$121	\$91	75.5%

Sources: Statistics Canada and CMHC.

most expensive renovation jobs. Almost 72 per cent of all expenditures by this age group were for alterations, additions, and new facilities, compared to a rate of 69.6 per cent for the overall population.

## Core group to grow fast in the 90s

The 35 to 54 year age group should expand rapidly during the 90s, boosting the renovation market to the end of the century. According to CMHC's demographic projections, the number of these homeowners will rise by 26 per cent between 1991 and 2001, compared to an increase of only 16 per cent for homeowners in general. The growth rate will be especially strong for the 45 to 54 year age group (40.1 per cent).

Assuming that Quebec homeowners maintain the same spending habits, the 35 to 54 renovation market should be worth \$4-billion by the year 2001.

## Core renovation customers

Projected renovation spending.

	35-54	All
<b>Per cent of homeowners with spending</b>	<b>71.0%</b>	<b>68.5%</b>
<b>Average spending</b>	<b>\$2,790</b>	<b>\$2,468</b>
<b>Expected per cent change in households from 1991-2001</b>	<b>26.0%</b>	<b>16.0%</b>

Sources: Statistics Canada and CMHC.



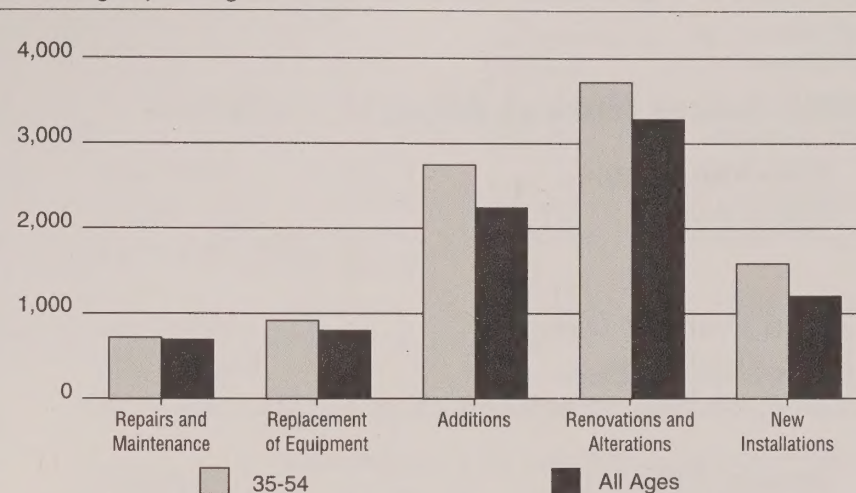
## The 35 to 54 year olds tend to spend more

This chart shows average spending for homeowners who reported some spending under each of the five major types of home renovations and repairs. In all of those categories, 35 to 54 year-olds spent more than homeowners in general.

In the two categories that tend to add to home value, additions and renovations and alterations, the core group tended to spend considerably more than the average. They appear willing to spend on such large-scale projects. Average spending on additions reached \$2,750 or 22 per cent more than other homeowners. For renovations and alterations, the core group spent an average of \$3,720 or 13 per cent more than other homeowners.

### Spending per category

\$ average spending



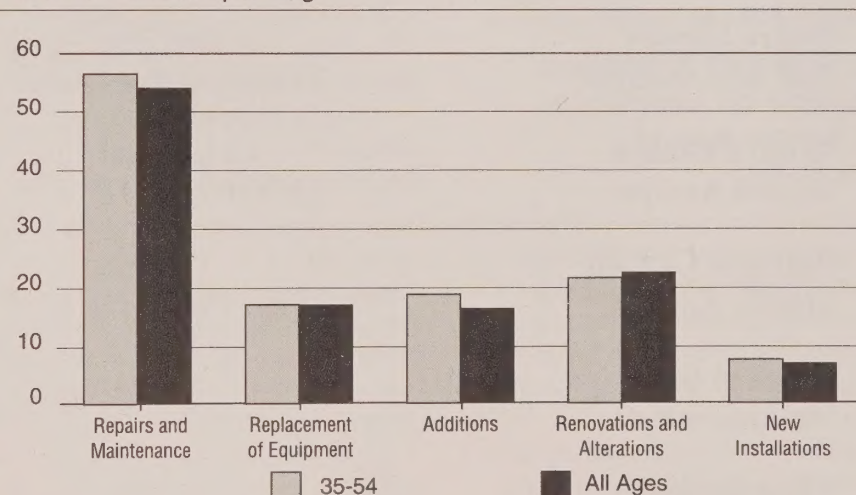
Sources: Statistics Canada and CMHC.

## . . . and more often

This chart shows the proportion of homeowners who reported some spending in each of the five major types of home renovations and repairs. In three of the categories, the 35 to 54 year age group got involved more often than homeowners in general. These were additions, repairs, and new installations. The core group tended to spend slightly less often on renovations and alterations, while it spent as often as other homeowners to replace equipment.

### Spending per category

% of households spending



Sources: Statistics Canada and CMHC.



For further information contact **Gilles Proulx**, Chief Economist, Market Analyst Centre, National Office, Canada Mortgage and Housing Corporation, Ottawa, Ontario, (613) 748-2574, or contact one of the following market analysts:

## CMHC Local Market Analyst Contacts

**Kim-Anh Lam** Montreal/  
Senior Advisor Reg. Office  
(514) 283-3846

**Jean-François Dion** Montreal/  
Reg. Economist Reg. Office  
(514) 283-4488

**Jacques Pelletier** Montreal  
Sen. Mkt. Analyst (514) 283-8391

**Mario Vachon** Montreal  
Market Analyst (514) 283-7312

**Marie-Michèle Del Balso** Longueuil  
Market Analyst (514) 928-4006

**Ousmane Ba** Laval  
Market Analyst (514) 967-3736

**Pierre Leroux** Ste. Foy  
Sen. Mkt. Analyst (418) 649-8080

**Sandra Girard** Chicoutimi  
Market Analyst (418) 698-5511

**Philippe Le Goff** Hull  
Market Analyst (819) 770-1550

**Léopold St-Pierre** Rimouski  
Market Analyst (418) 722-3374

**Yvan Renaud** Val d'Or  
Market Analyst (819) 824-3649

**Lyne Leduc** Sherbrooke  
Market Analyst (819) 564-4220

**Sylvain Dufresne** Trois-Rivières  
Market Analyst (819) 371-5209

(continued from page 4)

amounts they put down are small, or both.

For example, people spent relatively large sums for garage and carport projects, but only 1.2 per cent of homeowners undertook them. On the other hand, 14.5 per cent of homeowners reported plumbing work, but they spent less than \$400 per project.■

The **Renovation Markets** publications report on renovation activity and spending in Canada. In addition to **Quebec Renovation Markets**, publications are also available for Canada, Ontario, British Columbia, Prairies and the Atlantic regions. All publications are priced at \$11.50 plus 7% GST and \$3.50 shipping and handling.

Comments and requests for additional information on the **Renovation Markets** series may be directed to Gilles Proulx, Chief Economist, Market Analysis Centre, Canada Mortgage and Housing Corporation, Ottawa, Ontario, Canada K1A 0P7. Telephone (613) 748-2574 or fax (613) 748-2402.

Order from the **Renovation Markets** series by contacting Canada Communications Group – Publishing, 45 Sacré-Coeur Boulevard, Hull, Québec, K1A 0S9. Telephone (819) 956-4802 or fax (819) 994-1498. Please add 30% for orders outside Canada.

© Canada Mortgage and Housing Corporation 1993  
ISBN 0-660-58898-6  
Catalogue No. NH1-3/2-1993-1  
Printed in Canada

CMHC offers a wide range of housing-related information. For details contact your local CMHC office.

CMHC subscribes to Canada's Green Plan. Quantities of our publications are limited to market demand; updates are produced only when required; and recycled or environmentally friendly stock and environmentally safe inks are used wherever possible.





(suite de la page 3)

de la région métropolitaine de Montréal était de 47,6 p. 100. Ce recul est attribuable, d'une part, à la baisse de la dépense moyenne en rénovation qui passait de 3 494 \$ en 1990 à 2 178 \$ en 1991, et d'autre part, à la diminution, de 78 p. 100 à seulement 70 p. 100, du pourcentage des ménages ayant déclaré une dépense pour la rénovation durant la même période.

À l'opposé, la région métropolitaine de Québec, moins exposée au ralentissement économique, voit sa part du marché doubler à 10,4 p. 100, (5,2 p. 100 en 1990) pour at-

(suite de la page 4)

## Les douze petits

### marchés de moins de 100 millions \$ chacun

Les douze types de travaux restants englobent des projets dont la définition est plus précise: ce sont des travaux spécifiques comme le calfeutrage et la pose de coupe-froid et coûtent moins de 100 millions \$ chacun. Ces douze petits marchés sont caractérisés par une faible fréquence, par des dépenses

## Réseau d'analyse de marché de la SCHL —

### Personnes-ressources

Si vous voulez obtenir de plus amples renseignements ou offrir vos commentaires, mettez-vous en rapport avec M. Gilles Proulx, économiste en chef, Centre d'analyse de marché à Ottawa. Tél.: (613) 748-2574, ou communiquez avec les analystes du marché suivants:

<b>Kim-Anh Lam</b> Conseillère princ. Bureau rég. (514) 283-3846 Montréal/	<b>Jean-François Dion</b> Economiste rég. Bureau rég. (514) 283-4488 Montréal/	<b>Jacques Pelletier</b> Anal. de marché princ. (514) 283-8391 Montréal	<b>Mario Vachon</b> Analyste de marché (514) 283-7312 Montréal	<b>Marie-Michèle Del Balso</b> Analyste de marché (514) 928-4006 Longueuil	<b>Ousmane Ba</b> Analyste de marché (514) 967-3736 Laval
<b>Pierre Leroux</b> Anal. de marché princ. (418) 649-8080 Ste-Foy	<b>Sandra Girard</b> Analyste de marché (418) 698-5511 Chicoutimi	<b>Philippe Le Goff</b> Analyste de marché (819) 770-1550 Hull	<b>Léopold St-Pierre</b> Analyste de marché (418) 722-3374 Rimouski	<b>Yvan Renaud</b> Analyste de marché (819) 824-3649 Val d'Or	<b>Lyne Leduc</b> Analyste de marché (819) 564-4220 Sherbrooke
<b>Sylvain Dufresne</b> Analyste de marché (819) 371-5209 Trois-Rivières	<b>Analyste de marché</b> (819) 371-5209 Trois-Rivières				

teindre 257 millions \$. Cette augmentation est imputable au montant moyen des dépenses de rénovation qui s'élevait à 2 855 \$, soit la plus forte moyenne provinciale en 1991. Ces chiffres confirment que le marché résidentiel dans la région de Québec a tendance à réagir avec un certain retard sur la tendance provinciale.

La région métropolitaine de Trois-Rivières comptait encore la plus forte fréquence de ménages ayant effectué des travaux de rénovation au Québec, soit 80 p. 100, contre une moyenne provinciale de 68 p. 100.

Ainsi, on retrouve dans ce groupe la construction de garages ou d'abris d'autos pour lesquels la dépense moyenne était relativement élevée, mais qui n'a été effectuée que par 1,2 p. 100 des ménages. À l'opposé, les travaux de plomberie représentent une dépense moyenne de seulement 400 \$ par projet, mais c'est une dépense qui est encourue par 14,5 p. 100 des ménages propriétaires. ■

Les autres régions de la province ont absorbé près de la moitié du marché de la rénovation de la province, avec 1,17 milliard \$. Alors que le pourcentage des ménages ayant déclaré une dépense pour des travaux de rénovation a accusé un recul, la dépense moyenne a augmenté. ■

Les Marchés de la rénovation traitent des activités et des dépenses de rénovation au Canada. Nous publions un rapport national intitulé *Marchés de la rénovation au Canada* et des rapports régionaux couvrant l'Ontario, le Québec, la Colombie-Britannique, les Prairies et l'Atlantique. Chaque publication coûte 11,50 \$, plus la TPS de 7% et 3,50 \$ pour les frais de manutention et d'expédition. Achetez vos commentaires ou vos demandes de renseignements sur les *Marchés de la rénovation* à M. Gilles Proulx, économiste en chef, Centre d'analyse de marché, Société canadienne d'hypothèques et de logement, Ottawa (Ontario) K1A 0P7, Canada. Téléphone: (613) 748-2574 ou FAX: (613) 748-2402.

Choisissez les publications qui vous conviennent et commandez-les auprès du Groupe Communication Canada - Édition, 45, Boulevard du Sacré-Cœur, Hull (Québec) K1A 0S9, Canada. Téléphone: (819) 956-4802 ou FAX: (819) 994-1498.

Pour les commandes à l'extérieur du Canada, ajoutez 30 p. 100. © Société canadienne d'hypothèques et de logement 1993

ISBN 0-660-58898-6  
N° de catalogue: NHI-3/2-1993-1  
Imprimé au Canada  
La SCHL offre une vaste gamme de renseignements relatifs à l'habitation. Pour obtenir des précisions, adressez-vous au bureau de la SCHL de votre localité.

La SCHL souscrit au Plan vert du Canada. Nos publications sont produites en quantités limitées, selon la demande du marché. Des mises à jour paraissent lorsqu'elles sont nécessaires et, dans la mesure du possible, nous utilisons du papier recyclé et de l'encre qui ne nuit pas à l'environnement.





Profil des ménages propriétaires . . .

Le groupe d'âge des 35 à 54 ans dépense le plus

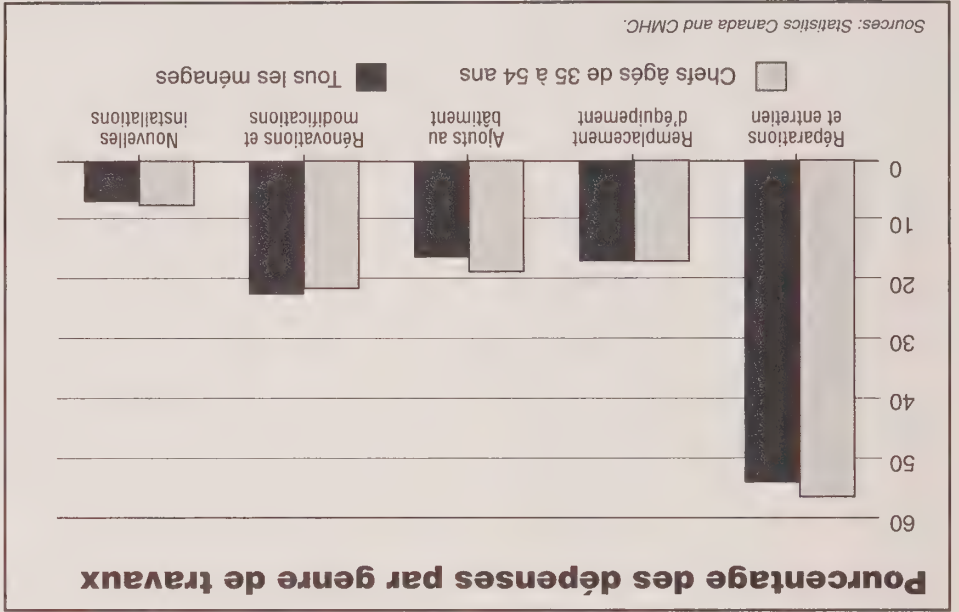
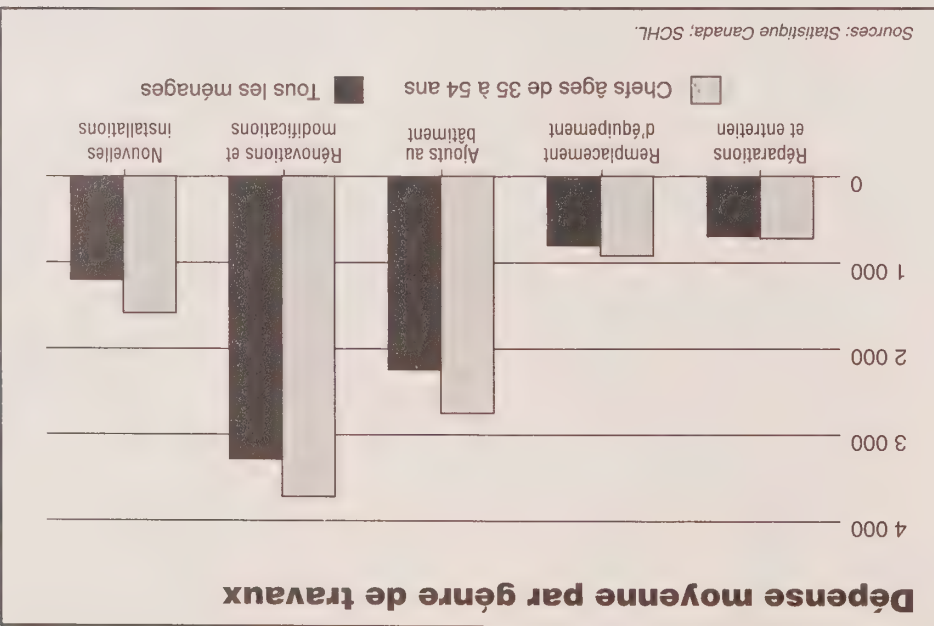
Ce tableau indique les dépenses moyennes encourues par les ménages propriétaires dans chacun des cinq grands types de travaux de rénovation et de réparation. Par rapport aux autres propriétaires, les chefs de ménage âgés de 35 à 54 ans ont tendance à engager les dépenses les plus fortes dans le secteur de la rénovation.

Dans les deux catégories de travaux qui tendent à ajouter une plus-value à la propriété, soit les ajouts au bâtiment d'une part, et les rénovations et modifications d'autre part, les sommes dépensées par ce groupe d'âge est beaucoup plus élevée que la moyenne. Cette clientèle semble disposer à dépenser pour des projets de grande envergure. C'est ainsi que la dépense moyenne pour les ajouts structurels s'est élevée à 2 750 \$, ce qui correspond à une dépense de 22 p. 100

plus élevée que la moyenne. Par ailleurs, la facture moyenne pour les personnes de ce groupe d'âge est cosuue: 3 720 \$ par ménage effectuant des rénovations ou des modifications, ou 13 p. 100 de plus que les autres propriétaires.

... et le plus souvent

Ce tableau vous donne les dépenses moyennes encourues par les ménages propriétaires dans chacun des cinq principaux types de travaux de rénovation et de réparation. La fréquence des chefs de ménage âgés de 35 à 54 ans qui ont dépensé pour les ajouts structurels, les réparations et les nouvelles installations est plus élevée par rapport à l'ensemble des propriétaires. Cette clientèle tendait à dépenser un peu moins souvent pour des travaux de rénovation et de modification. Par contre, la fréquence des dépenses de ce groupe d'âge pour le remplacement d'équipement correspondait exactement à celle de l'ensemble des ménages propriétaires.





## La génération d'après-guerre domine le marché

Le marché de la rénovation au Québec continuait d'être dominé par la génération d'après-guerre en 1991 où les dépenses et la fréquence des travaux étaient plus fortes que pour les autres groupes d'âge.

Selon les résultats de l'enquête, les ménages dont le chef est âgé de 35 à 54 ans représentent près de 53 p. 100 des ménages propriétaires au Québec. Par contre, ils s'accaparent 62 p. 100 du marché de la rénovation. Il s'agit d'un marché de plus de 1,5 milliard de dollars en 1991.

L'importance de ce marché s'explique, d'une part, par une plus forte fréquence des travaux de rénovation parmi ce groupe d'âge, soit 71 p. 100 contre 68,5 p. 100 pour l'ensemble de la population, et d'autre part, par un montant moyen plus élevé des dépenses (2 790 \$ contre 2 468 \$).

Les chefs de cette génération, dont le revenu moyen et la proportion à devenir propriétaires sont plus élevés que la moyenne de l'ensemble de la population, sont donc plus enclins et plus en mesure d'entreprendre des travaux de rénovation que les autres groupes

## Dépense projetée en rénovation par les clients qui dépensent le plus

	Tous les ménages	35-54
Pourcentage des ménages ayant déclaré une dépense	71 %	68,5 %
Dépense moyenne	2 790 \$	2 468 \$
Variation prévue en pourcentage du nombre de ménages de 1991 à 2001	26 %	16 %

Sources : Statistique Canada, SCHL.

## Un segment de marché croissant pour les années 90

Avec la prédominance du groupe d'âge 35 à 54 ans, le marché de la rénovation est appelé à s'accroître rapidement au cours des années 90. Selon les projections démographiques de la SCHL, le nombre de ménages dans ce groupe d'âge augmentera de 26 p. 100 entre 1991 et l'an 2001, contre seulement 16 p. 100 pour l'ensemble des ménages. La croissance est particulièrement notable pour le groupe d'âge des 45-54 ans (40,1 p. 100).

Dans l'hypothèse que les ménages propriétaires au Québec maintiendront les mêmes habitudes à l'égard de la rénovation résidentielle, ce secteur d'activité sera un marché de 4 milliards \$ en l'an 2001.

Part dans la dépense du groupe d'âge de	Total	35-54	35-54 ans
Nombre de ménages	1 459 453	769 195	52,7 %
avec dépenses	999 190	545 863	54,6 %
Dépenses totales (en millions de \$)	2 466 \$	1 523 \$	61,8 %
... travaux à contrat	1 580 \$	977 \$	61,8 %
... matériaux	886 \$	546 \$	61,6 %
Par genre d'activité :			
Réparation et entretien	549 \$	311 \$	56,6 %
Remplacement d'équipement	198 \$	119 \$	60,1 %
Ajouts au bâtiment	529 \$	392 \$	74,1 %
Rénovations et modifications	1 068 \$	610 \$	57,1 %
Nouvelles installations	1 21 \$	91 \$	75,5 %

Sources : Statistique Canada, SCHL.

## Les clients qui dépensent le plus en rénovation

Les chefs de ménage âgés de 35 à 54 ans



# Classement par catégorie de travaux

Rang	Dépenses globales (en millions \$)	Ménages propriétaires ayant déclaré une dépense Pourcentage (%)*	Moyenne des dépenses (\$)
PLUS DE 200 MILLIONS \$			
1 Rénovation — int. seulement	475	10,7	3 038
2 Rénovation — ext. seulement	355	10,6	2 283
3 Rénovation — ext. et int.	238	3,0	5 362
4 Patis, clôtures et entrées pour voiture et piscines creusées**	216	10,5	1 406
DE 100 MILLIONS À 200 MILLIONS \$			
5 Ajouts au bâtiment	166	3,4	3 312
6 Peinture — int. et ext.	163	41,7	267
7 Remplacement complet ou partiel de la toiture**	160	6,0	1 835
8 Chauffage et climatisation	122	8,5	977
9 Aménagement paysager	114	7,4	1 058
MOINS DE 100 MILLIONS \$			
10 Plomberie**	80	14,5	380
11 Couverture de sol rigide et moquette**	71	6,3	770
12 Garages et abris de voiture	66	1,2	3 714
13 Systèmes d'électricité**	48	7,0	470
14 Menuiserie (y compris parquet de bois)	41	3,3	836
15 Autres murs intérieurs et plafonds	40	6,0	449
16 Murs extérieurs	33	7,1	316
17 Appareils encastrés**	25	2,2	787
18 Papier peint	16	6,5	167
19 Autres réparations et entretien	15	1,8	606
20 Autres nouvelles installations et remplacement**	12	0,8	1 068
21 Chauffage et pose de coupe-froid	11	5,9	127

\* En 1991, il y avait 1 459 453 ménages propriétaires.  
 \*\* Les catégories sont regroupées.

Sources : Statistique Canada; SCHL.

## SOURCES D'INFORMATION ET DÉFINITIONS

Les renseignements fournis dans ce rapport sont puisés surtout dans les nombreuses publications de Statistique Canada et dans certaines tabulations spéciales que la SCHL a demandées. En plus de l'enquête sur la réparation et la rénovation des logements décrite ci-après, les auteurs se sont inspirés des statistiques sur la construction, des données sur les permis de bâtir et sur les ventes des commerces de gros ainsi que des Comptes nationaux des revenus et dépenses.

L'enquête sur la réparation et la rénovation des logements fournit des renseignements détaillés sur les caractéristiques de dépenses observées chez les propriétaires. L'enquête la plus récente remonte au printemps de 1992. Elle a permis d'interroger près de 25 000 propriétaires sur les sommes qu'ils ont dépensées pour rénover leur maison en 1991. Les principaux résultats de cette enquête sont publiés dans les «Dépenses sur les réparations et rénovations effectuées par les propriétaires de logement au Canada-1991» (No de catalogue: 62-201).

L'enquête a permis d'interroger ces propriétaires sur les dépenses qu'ils ont effectuées pour engager des services à contrat et obtenir des matériaux de rénovation au cours de l'année précédente. Elle identifie certains types de travaux précis de réparation et de rénovation, regroupés en cinq grandes catégories: la rénovation et les modifications; les ajouts à la propriété; les réparations et l'entretien; le remplacement des équipements et les nouvelles installations.

### Réparations et entretien :

Dépenses affectées à une structure ou une unité existante afin de la garder en bon état de marche ou à en préserver l'apparence, afin de la conserver à l'état neuf dans toute la mesure du possible.

### Remplacement d'équipement :

Installation d'équipement qui remplace une unité existante. Cela comprend le remplacement de l'équipement existant par du matériel de qualité supérieure et la conversion d'un type d'appareil à un autre, par exemple, le remplacement

d'un chauffe-eau électrique par une unité alimentée au gaz.

### Ajouts :

Travaux réalisés pour agrandir le logement ou ajouts à la propriété (comme l'ajout d'une pièce, d'une terrasse-solarium, d'un garage, d'un abri de voiture, d'une remise, etc.), ajout d'une piscine creusée, d'une clôture, d'un patio ou d'une entrée pour voiture et des travaux majeurs d'aménagement paysager.

### Rénovations et modifications :

Travaux dans le but d'améliorer la propriété, de réaménager l'espace intérieur ou de moderniser les installations. Cela comprend des travaux comme le réaménagement des pièces, l'addition ou le remplacement de portes et fenêtres, la rénovation des murs extérieurs, l'ajout de matériaux isolants et la pose de nouvelles gouttières.

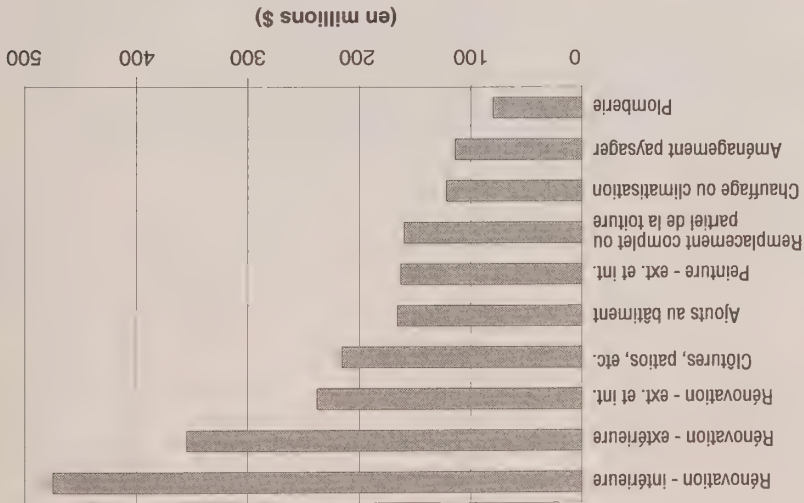
### Nouvelles installations :

L'installation d'une pièce d'équipement qui n'existait pas sur la propriété



# Travaux majeurs de réparation et de rénovation

## Les dix principaux marchés de la rénovation en 1991



Source : Statistique Canada, Enquête sur la réparation et la rénovation du logement — 1991.

10 p. 100. La dépense moyenne de 1 400 \$ à 5 400 \$ pour les quatre types de travaux y était aussi élevée. Ces principaux marchés occupent les premiers postes en raison de la forte fréquence des dépenses et de la moyenne substantielle des montants déboursés.

### Les cinq marchés moyens de 100 à 200 millions \$ chacun

Les cinq autres marchés moyens de 100 à 200 millions \$ sont constitués par des travaux divers de rénovation qui sont les plus fréquents: il s'agit des travaux de peinture intérieure ou extérieure qui représentent une dépense qui est encourue par 42 p. 100 des ménages, le plus souvent pour des travaux qu'ils effectuent eux-mêmes. Les autres travaux de ce groupe ont entraîné une dépense moyenne oscillant autour de 1 000 à 3 000 \$. Ils sont classés dans les marchés moyens parce qu'ils sont peu fréquents, c'est-à-dire qu'ils sont effectués par moins de 10 p. 100 des ménages.

Les 21 types de travaux majeurs sont regroupés de nouveau en trois grands marchés, selon le chiffre d'affaires. Ainsi, un chiffre d'affaires de 200 millions \$ ou plus constitue un gros marché, un chiffre d'affaires de 100 à 200 millions \$ représente un marché moyen et un chiffre d'affaires de moins de 100 millions \$ est un petit marché.

### Les quatre principaux marchés de plus de 200 millions \$ chacun

Trois types de travaux de rénovation ont dominé le marché. Il s'agit de la rénovation intérieure qui comprend le remodelage de la cuisine et de la salle de bains, la rénovation extérieure qui peut englober le remplacement des fenêtres et des portes, la rénovation ayant des composantes intérieures et extérieures comme la construction d'un foyer avec une cheminée. La rénovation extérieure incluant la construction de clôtures et de patios s'inscrit aussi dans ces grands marchés de la rénovation. Dans trois de ces quatre marchés principaux, la fréquence des dépenses s'élevait à un peu plus de

Les travaux de rénovation chez les ménages propriétaires sont regroupés en 21 types de travaux majeurs selon leur chiffre d'affaires, (voir le tableau de la page 5: Classement par catégorie de travaux). Les résultats de l'enquête vous donnent les Dépenses globales, le Pourcentage des ménages propriétaires ayant déclaré une dépense et la Moyenne des dépenses exprimée en dollars.

Les dix plus importants travaux de rénovation au Québec en 1991 étaient par ordre d'importance: la rénovation intérieure, la rénovation et l'extérieure, les ajouts au bâtiment, la peinture intérieure et extérieure, le remplacement complet ou partiel de la toiture, le chauffage et la climatisation, l'aménagement paysager et le système de plomberie.

Ces dix types de travaux majeurs constituaient chacun un marché de plus de 100 millions \$ en 1991. Les trois premiers représentaient à eux seuls un marché de plus de 1 milliard de dollars.

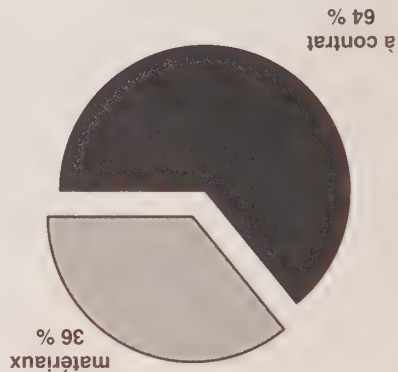
Alors que l'ordre d'importance des travaux de rénovation a très peu changé entre 1990 et 1991, les montants moyens consacrés à ces travaux ont été modifiés considérablement. Les travaux majeurs, qui exigeaient des déboursés importants, étaient généralement plus modestes en 1991 qu'en 1990. Ainsi, par exemple, la dépense moyenne des travaux de rénovation intérieure et extérieure, qui s'élevait à près de 8 000 \$ en 1990, chutait à moins de 5 400 \$ en 1991. Même phénomène dans la catégorie des garages et des abris d'autos dont les dépenses moyennes diminuaient de 5 500 \$ à 3 300 \$. Par contre, les autres travaux de réparation et d'entretien, dont les déboursés étaient plus faibles, ont vu le montant de dépense moyenne par ménage s'accroître de 384 \$ en 1990 à 606 \$ en 1991.



# Les travaux à contrat sont les plus affectés

**E**n période de difficultés économiques, les ménages ont plus tendance à effectuer eux-mêmes les travaux de rénovation plutôt que de les confier à des entrepreneurs. Ainsi, le volume des travaux donnés à contrat, couvrant la main-d'œuvre et les matériaux, a chuté

## Les travaux à contrat comptent pour 64 p. 100 du dollar de rénovation



Source: Statistique Canada

(suite de la page 2)

installations, les déboursés représentent 8 p. 100 de la dépense totale pour le remplacement d'équipement alors que les nouvelles installations constituent la plus faible dépense avec 4,9 p. 100. L'effet de la récession se fait surtout sentir dans les travaux majeurs qui peuvent être reportés par les consommateurs durant les temps difficiles. Ainsi, les dépenses pour des travaux de rénovation et de modification et pour les ajouts au bâtiment, qui constituaient les marchés les plus importants (1,07 milliard \$ et 529 millions \$, respectivement), accusaient les plus fortes baisses par rapport à 1990 (26,5 p. 100 et 33,6 p. 100). Par contre, les travaux de réparation et d'entretien (549 millions \$) ainsi que ceux de remplacement d'équipement (198 millions \$), qui nécessitent des dépenses immédiates, n'ont connu que des baisses plus

modestes, de 19,8 p. 100 et 6,8 p. 100, respectivement. Par ailleurs, le pourcentage des ménages ayant déclaré une dépense pour des travaux de réparation, d'entretien et de remplacement d'équipement (57,4 p. 100) est supérieur à celui des ménages ayant effectué des travaux de rénovation, de modification ou d'ajout au bâtiment (36,1 p. 100).

**La région de Montréal demeure le marché le plus important**

Au plan régional, la région métropolitaine de Montréal s'est maintenue au premier rang du marché de la rénovation au Québec. Le total des dépenses en rénovation effectuées par les propriétaires-occupants dans la région de Montréal s'établit à 838 millions \$ en 1991, soit 34 p. 100 du marché québécois. Il s'agit d'une baisse par rapport à 1990 où la part du marché

(suite à la page 8)

On le genre de travaux, oscillant autour de 58,4 p. 100 pour les ajouts au bâtiment et de 72,7 p. 100 pour les nouvelles installations. Dans la région métropolitaine de Montréal, la part des travaux faits à contrat était la plus importante, soit 72 p. 100, alors que la moyenne provinciale était au mieux de 64 p. 100. La région de Chicoutimi-Jonquière comptait la plus faible dépense pour des travaux donnés à contrat (42 p. 100).

- Outre la série de publications sur les **Marchés de la rénovation**, le Centre d'analyse de marché de la SCHL produit les rapports trimestriels suivants:
- **Marchés de l'habitation canadiens**  
Abonnement annuel : 44 \$  
(N° de catalogue : NH12-7F)
  - **Tendances du marché hypothécaire**  
Abonnement annuel : 44 \$  
(N° de catalogue : NH12-8F)
  - **Perspectives nationales du marché de l'habitation**  
Abonnement annuel : 66 \$  
(N° de catalogue : NH12-9F)

Pour passer votre commande, adressez-vous au GCC-Edition, 45, Boul. du Sacré-Coeur, Hull (Québec), K1A 0S9, Canada. Pour un service plus rapide, composez le (819) 956-4802 ou utilisez le télécopieur au (819) 994-1498. Ajoutez la TPS de 7 p. 100, le cas échéant. Pour les commandes à l'extérieur du Canada, ajoutez 30 p. 100.

Le réseau d'analystes de marché et d'économistes du Centre d'analyse de marché publie un large éventail de publications qui examinent la situation des marchés locaux du logement partout au Canada. Cette liste comprend notamment :

- Prévisions du marché de la vente
- Prévisions du marché de l'habitation résidentielle
- Rapport sur les marchés locaux du logement

Ces publications vous sont offertes gratuitement; communiquez avec l'analyste de marché du bureau de la SCHL de votre localité. L'adresse se trouve dans les pages blanches de votre annuaire de téléphone.



# Le marché de la rénovation chez les ménages

Résultats de l'enquête 1991

La rénovation est durablement touchée par la récession

Selon les résultats du dernier sondage sur les dépenses en rénovation, effectué en 1991, la récession a durablement touché le marché de la rénovation chez les ménages propriétaires au Québec. En effet, après avoir atteint un sommet de 3,3 milliards \$ en 1990, les dépenses en rénovation entreprises par les propriétaires-occupants au Québec ont chuté de 25 p. 100, pour s'établir à 2,5 milliards \$ en 1991. La récession et les incertitudes quant au marché du travail ont sans doute contribué à freiner les dépenses de rénovation.

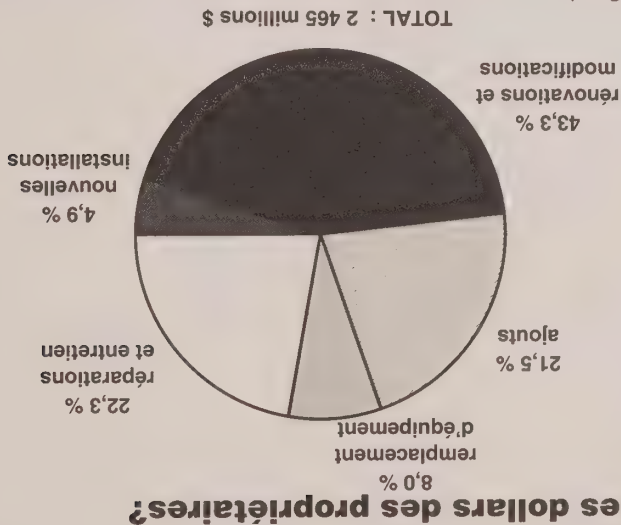
La baisse des dépenses de rénovation est imputable, d'une part, au plus faible pourcentage de ménages propriétaires-occupants ayant entrepris des travaux de rénovation, et d'autre part, à la plus faible moyenne des dépenses. En 1991, le pourcentage des ménages propriétaires-occupants ayant effectué des travaux de rénovation est tombé à 68 p. 100, contre 76 p. 100 en 1990. Par ailleurs, les dépenses moyennes de travaux de ces ménages n'étaient plus que de

Québec					
Nombre	estimatif de ménages occupants	Dépenses		Ménages déclarant une dépense	Dépense moyenne (\$)
		Globales en millions (\$)	Proportion en contrats (%)	Pourcentage (%)	Dépense moyenne (\$)
TOTAL	1 459 450	2 466	64	68	2 468
Montréal	549 784	838	72	70	2 178
Québec	124 830	257	66	72	2 855
Hull	45 243	65	45	72	1 976
Chicoutimi	30 745	37	42	71	1 684
Trois-Rivières	28 434	58	61	80	2 579
Sherbrooke	23 503	40	67	76	2 226
Reste de la province	656 911	1 171	60	65	2 729

2 468 \$, par rapport à 2 906 \$ en 1990.

La baisse de la dépense moyenne de rénovation a d'ailleurs relégué le Québec au troisième rang, derrière l'Ontario (3 033 \$) et la Colombie-Britannique (2 736 \$). Dans les régions de l'Atlantique et des Prairies, cette moyenne s'établit à 2 103 \$ et 2 173 \$ respectivement.

Dans le graphique circulaire de cette page, le large éventail d'activités de rénovation chez les propriétaires-occupants se regroupe en cinq grandes catégories



Source : Statistique Canada.

de dépenses. (Reportez-vous aux Sources d'information de la page 5 pour obtenir une description détaillée de chacune des catégories.)

Les grands travaux de rénovation susceptibles d'ajouter à la valeur de la propriété comptent pour la plus forte proportion du dollar de rénovation déboursé par les ménages propriétaires. Au premier rang, on trouve les rénovations et les modifications qui accaparent 43,3 p. 100 du dollar de rénovation chez les ménages propriétaires québécois, alors que les ajouts au bâtiment comptent pour 21,5 p. 100 de cette dépense. Viennent ensuite les coûts de réparation et d'entretien. Ces dépenses servent surtout à maintenir les maisons en bon état et elles comptent pour 22,3 p. 100 de la facture totale de rénovation. Ces travaux représentent néanmoins un très forte proportion de la dépense totale car, comme chacun sait, la majorité des propriétaires doivent réparer et entretenir leur maison. Dans les deux grandes catégories qui suivent, soit le remplacement d'équipement et les nouvelles





# MARCHÉS DE LA RÉNOVATION AU QUÉBEC

Centre d'analyse de marché de la SCHL

1994

11,50 \$

## Un marché de 4,4 milliards \$ en 1994

Une reprise économique accélérée, accompagnée d'une

création d'emploi plus soutenue et des faibles taux d'intérêt, favorise-

ra le marché de la rénovation au Québec. Il s'ensuit que les dé-

penses au titre de la rénovation rési-

dentielle devraient s'accroître de 3,8 p. 100, pour s'établir à 4,4 mil-

liards \$ en 1994.

Cette hausse permettra au

secteur de la rénovation de devan-

cer celui de la nouvelle construc-

tion pour une sixième année

consécutive. Selon nos estimés, les

dépenses pour la nouvelle construc-

tion atteindront 3,6 milliards \$ en

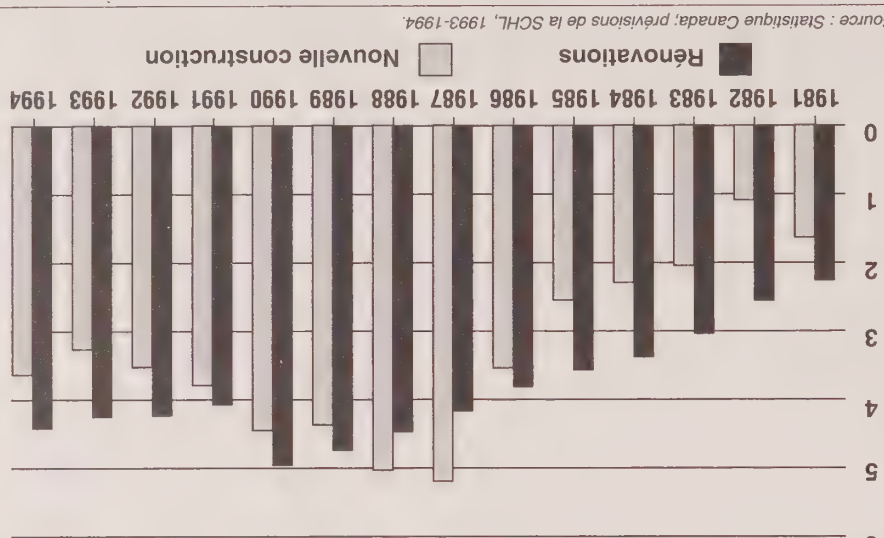
1994, en hausse de 1,4 p. 100 par

rapport à 1993. Au total, le secteur résidentiel s'accroîtra de 7,3 p. 100, s'élevant à plus de 8,5 mil-

liards \$. Bien que le marché de la rénovation soit affecté par la conjoncture dans son ensemble, il démontre une plus grande résistance aux fluctuations cycliques que le secteur de la nouvelle construction. Par conséquent, la rénovation et la nouvelle construction ont affiché des pertormances très différentes durant la lente reprise graduelle de 1993. Les dépenses de rénovation ont tendance à se stabiliser durant les périodes de ralentissement économique et à augmenter moins vite durant les périodes de forte expansion. Ainsi, alors que les dépenses au titre de la nouvelle construction

## La rénovation au Québec, un marché de 4,4 milliards \$ en 1994

(En milliards de dollars)



Source : Statistique Canada; prévisions de la SCHL, 1993-1994.

■ Rénovations □ Nouvelle construction

auraient subi une baisse de 7,5 p. 100 en 1993, les sommes investies dans la rénovation devraient augmenter de 0,5 p. 100. La situation du marché de logement en 1993 est particulièrement favorable au marché de la rénovation au Québec. D'une part, la lenteur du marché de la revente pousserait davantage les ménages propriétaires à rénover leur résidence actuelle, plutôt que de changer d'habitation. D'autre part, le haut niveau d'occupation dans les logements locaux encourage-rait de nombreux propriétaires d'immeubles à revenu à entreprendre des travaux de rénovation afin

de garder leurs locataires. Toutefois, le secteur de la rénovation et des modifications est le seul qui devrait enregistrer une hausse, car ce type de travaux constitue le plus important segment du marché de la rénovation (2,9 milliards \$) en 1993. Les autres travaux tels que les réparations et les conversions devraient diminuer. En 1994, le retour de la confiance des consommateurs, par-ticulièrement chez les ménages de la génération d'après-guerre (baby-boom), allié à des taux d'intérêt favorables, supportera une plus forte demande pour la rénovation résidentielle. ■



CAI

MH50

-Q76

# QUEBEC RENOVATION MARKETS

CMHC Market Analysis Centre

1993

\$15

## Renovation ahead of new construction

In 1991, renovation spending in Quebec amounted to \$4.3 billion. In spite of a decline of 13 per cent, renovation spending, for the third consecutive year, has exceeded spending on the construction of new homes.

**T**otal residential construction expenditures reached \$8.6 billion in 1991. This amount includes renovation (\$4.3 billion), new construction (\$3.8 billion) and acquisition costs (\$0.5 billion) covering such items as taxes, land development costs, architect and legal fees.

The residential construction downturn, which has lasted since 1987, and the recession, which began in 1990, have left their mark on the industry. New construction investment has dropped by almost one quarter since 1987. Renovation spending is not quite as sensitive to the real estate cycle. Due to the impact of the recession, however, renovation spending fell by 13 per cent in 1991.

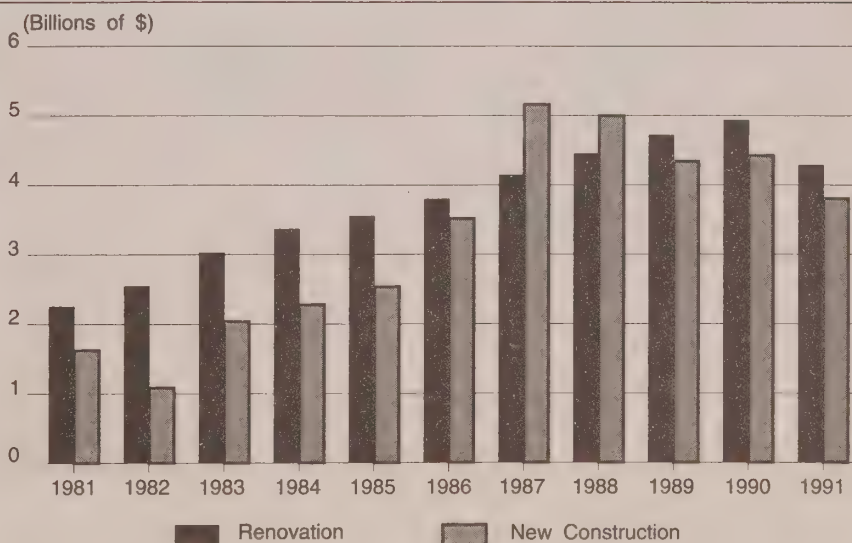
Over the last decade, renovation represented between 43 and 68 per cent of residential construction spending. Over the business cycle, renovation has shown greater stability than new

construction. Consequently, the proportion of renovation work in relation to total residential activity had a tendency to increase during recession and to decline when economic conditions were favourable.

The estimate for 1992 suggests a further decrease, albeit moderate, in construction expenditures.

The number of housing starts is down for the year as a whole. As for renovation, however, the value of building permits increased by 11 per cent by mid-year which should mean an upturn in renovation expenditures for the year as a whole. ■

### Renovation spending at \$4.3 billion in 1991



Source: Statistics Canada.

Canada

NHA 6699

CMHC  SCHL  
Helping to house Canadians





# Homeowner renovation

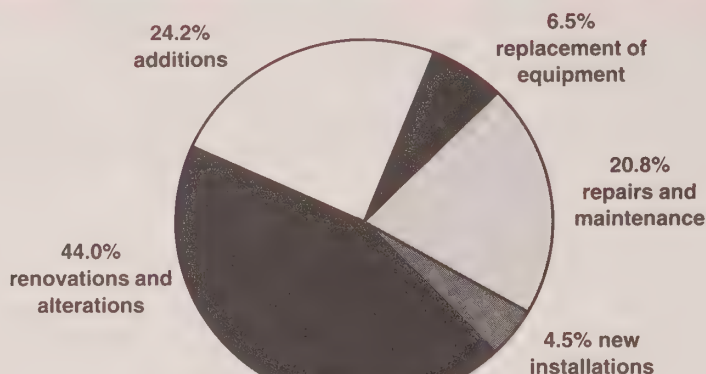
## Homeowners spent \$3.3 billion in 1990

The \$3.3 billion spent on renovation by homeowners represents 67 per cent of the total renovation spending in 1990, the last year for which detailed figures were available. The remaining 33 per cent represents the estimated spending by landlords for whom there are no detailed data.

The number of Quebec homeowners in 1990 was estimated at 1.5 million, of which 76 per cent had some renovations. The spending frequency in Quebec is comparable with that found in other regions of the country (73 to 77 per cent).

These households spent an average of \$2,906, which puts Quebec in second place, close behind Ontario (\$3,082). These amounts exceed by far what is spent on renovation in other regions. The average amount

### Where the homeowner renovation dollar goes



TOTAL: \$3.3 billion

Source: Statistics Canada.

spent is \$2,455 in British Columbia, \$2,306 in the Atlantic region and \$2,199 in the Prairies.

Statistics Canada classifies homeowner renovation work under five major categories. At \$1.4 billion, spending on renovations and alterations accounted for 44 per cent of the total amount spent, with structural ad-

ditions (\$796 million), repairs and maintenance (\$686 million), replacement of equipment (\$213 million) and new installations (\$149 million) accounting for the rest.

Although 60 per cent of households reported repairs and maintenance spending, this figure dropped to 20 per cent for the other categories, with the exception of new installations (below 10 per cent).

### Renovation spending in major urban centres — Quebec

	Homeowner households Estimated number	Expenditure		Households reporting spending	
		Aggregate (\$)	Per cent on contract (%)	Percentage (%)	Average spent(\$)
Total	1,487,440	3,292	68	76	2,906
Montreal	576,891	1,568	77	78	3,494
Québec	128,585	171	57	73	1,818
Hull	45,383	90	51	72	2,744
Chicoutimi	34,049	66	56	73	2,669
Trois-Rivières	28,121	57	54	91	2,223
Sherbrooke	26,287	50	51	75	2,557
All CMAs	839,316	2,002	72	77	3,101
Rest of province	648,124	1,290	62	75	2,647

### The Montreal area: a special case

The 1990 Homeowner Renovation Survey makes it possible to obtain a profile of the situation for the six largest urban areas in Quebec. Together, these areas cover 56 per cent of the homeowners reporting 61 per cent of the total spending.

The Montreal area is a special case due to its relative size. It includes 39 per cent of households reporting 48 per cent of the total expenditures, that is, a market of approximately \$1.6 billion. It is

(continued on next page)



# Contract and materials

**C**ontract work accounted for 68 per cent of renovation spending by homeowners in Quebec. This contract work covers both labour and materials, or the hiring of labour only. The remaining 32 per cent was spent on materials purchased separately by homeowners, most often for do-it-yourself work.

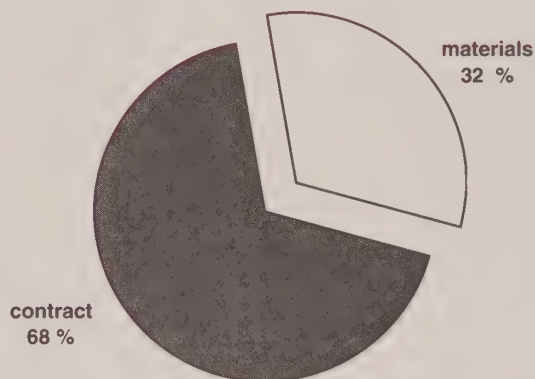
The percentage spending on contract work varies across the major types of activity. It ranges from 63 per cent for repairs and maintenance to 76 per cent for new installations, reflecting the relative ease of do-it-yourself work for these activities. The percentage of contract work stands at 64 per cent for replacement of equipment, 68 per cent for addi-

tions and 71 per cent for renovations and alterations.

The percentage of contract work is among the highest in the country as a result of a high ur-

banization ratio. In other regions, the range is between 58 and 72 per cent. ■

## Contract work receives 68 per cent of the renovation dollar



Source: Statistics Canada

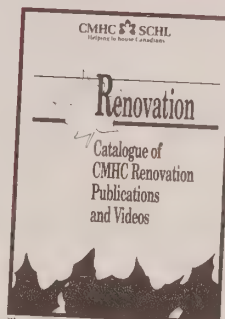
## PLANNING FOR THE FUTURE?

Upgrade your skills and add to your knowledge. Canada Mortgage and Housing Corporation (CMHC) has a wide selection of inexpensive books and videos for the renovation professional.

For a free catalogue contact your local CMHC Office, or write to:

Canadian Housing Information Centre  
700 Montreal Road  
Ottawa, Ontario K1A 0P7

Telephone: (613) 748-2000



(continued from page 2)

also a special case due to the size of the average expenditure (\$3,494), which far exceeds the amount spent in other areas, where the average varies between \$1,818 in Québec and \$2,744 in Hull. Finally, contract work represents a large proportion of the total 77 per cent, or \$1.2 billion, whereas this figure is under 60 per cent in the other main urban areas.

In 1990, the Trois-Rivières area had the highest proportion of residents (91 per cent) reporting renovation expenses in Canada. ■



# Major homeowner repair and renovation jobs

The table on page 5 divides the wide range of renovation activities into 21 types of major jobs. Although the details provided are limited, this table illustrates the main markets, frequency and average renovation expenses incurred by homeowner households reporting expenditures.

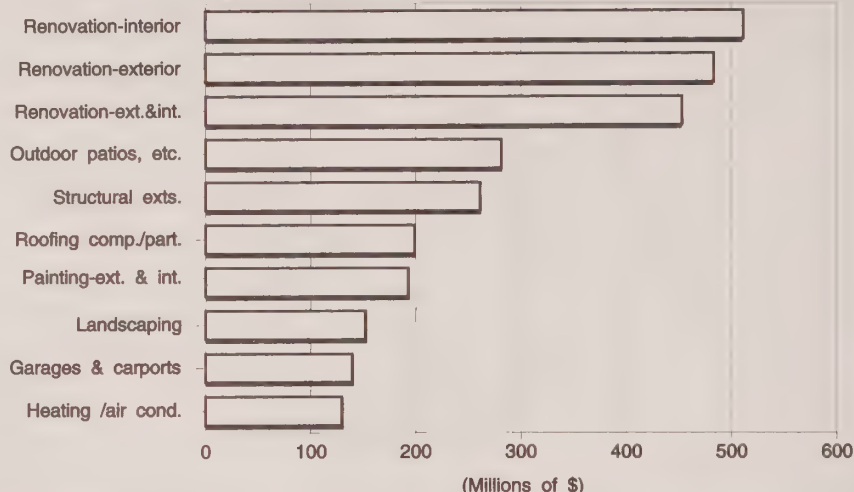
## Ten major jobs represent markets of over \$100 million

By order of expenditure size, interior renovation, exterior renovation, and alterations and renovation with both interior and exterior components were the top three categories, with respective expenditure figures of \$511 million, \$483 million and \$453 million. Interior renovation expenditure is the highest category for all regions in the country except Atlantic Canada.

For interior and exterior renovation, slightly over 10 per cent of households reported expenditures which, on average, exceeded \$3,000. For renovation with both interior and exterior components, a smaller number of households reported spending, but the average amount spent was close to \$8,000, the highest amount in all the major renovation jobs.

Following renovations and alterations, additions represented the next largest market. The average amount spent on exterior work, such as patios, fences, driveways and inground swimming pools, was \$1,653. These expenses were reported by slightly more than 11 per cent of households, for a total of \$282 million. Structural extensions (extra room,

## Top ten renovation jobs in 1990



Source: Statistics Canada, 1990 Homeowner Repair and Renovation Survey.

shed, sunroof) were next, with a total of \$261 million, based on an average expense of \$4,300, by 4.1 per cent of households.

The five other markets in excess of \$100 million included various types of work that were either done by few households or were inexpensive. This included garages or carports with an average expenditure exceeding \$5,000, but only 1.7 per cent of households spent on these jobs. At the other end of the spectrum, interior or exterior painting represented an average expenditure of only \$271, reported by close to 50 per cent of the households.

This group also includes complete or partial roofing work and landscaping, as well as expenses related to heating and air-conditioning equipment (maintenance, replacement of equipment or installation of new equipment).

The 11 remaining job types are characterized by low frequency or low average spending or by both. ■

© Canada Mortgage and Housing Corporation 1993

ISBN 0-660-14803-X

Catalogue No. NH1-3-2-1993E

Price: \$15.00 + GST; orders outside Canada, add 30%.

Printed in Canada

Cette publication est aussi disponible en français sous le titre *Marchés de la rénovation au Québec*

CMHC offers a wide range of housing-related information. Please contact the market analyst in the CMHC branch nearest you or the Market Analysis Centre directly for information on the following CMHC local reports.

- Real Estate, Builders' and Housing Forecasts for all major metropolitan areas — (semi-annual);
- Rental Market Survey Reports for all major metropolitan areas — (semi-annual);
- Local Market Housing Reports — (monthly/quarterly).

Market Analysis Centre  
Canada Mortgage and Housing Corporation  
700 Montreal Road  
Ottawa, Ontario  
K1A 0P7

Tel. No.: (613) 748-2969

Fax No: (613) 748-2402

CMHC subscribes to Canada's Green Plan. Quantities of our publications are limited to market demand; updates are produced only when required; and recycled or environmentally safe inks are used wherever possible.



# 4 ways to get the edge!

## Canadian Housing Markets

### CANADIAN HOUSING MARKETS

Lower interest rates enable first-time buyers to afford higher priced homes

By [illegible] and [illegible]

City	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	
Calgary	1.2	1.1	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3
Edmonton	1.1	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4
Winnipeg	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5
Regina	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6
Saskatoon	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7
Victoria	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8
Vancouver	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9
Ottawa	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9	-3.0
Montreal	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9	-3.0	-3.1
Quebec	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9	-3.0	-3.1	-3.2
Halifax	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9	-3.0	-3.1	-3.2	-3.3
St. John's	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9	-3.0	-3.1	-3.2	-3.3	-3.4

## National Housing Outlook

CMHC SCHL  
Helping to build Canada

NATIONAL HOUSING OUTLOOK

## Mortgage Market Trends

### TRENDS

MORTGAGE CREDIT EXPANSION ACCELERATING DURING THE FIRST HALF

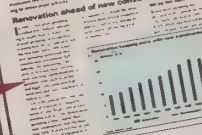
INTRODUCING

## Six New Renovation Market Publications

- National Renovation Markets
- Ontario Renovation Markets
- Quebec Renovation Markets
- B.C. Renovation Markets
- Prairie Renovation Markets
- Atlantic Renovation Markets

### RENOVATION INNOVATION

Renovation ahead of new construction in 1991



CMHC SCHL  
Helping to build Canada

Cont'd



## Canadian Housing Markets

provides you with information on:

- per cent of renters who can afford to buy a home by CMA
- costs and incomes for affordability indicator
- supply of housing available to average renter households
- economic and housing market indicators
- feature articles on housing market trends

## National Housing Outlook

features the most comprehensive presentation of:

- housing market trend analysis
- housing statistics
- national forecasts (prices, vacancy rates, housing starts)
- provincial forecasts (prices, vacancy rates, housing starts)

## Mortgage Market Trends

offers you an in-depth presentation of:

- mortgage credit growth
- mortgage credit market share
- mortgage rate movements
- mortgage-backed security (MBS) activity
- MBS pool issues
- special topics on mortgage markets

## Six New Renovation Market Publications

five regional and one national publication featuring:

- recent trends in renovation spending
- homeowner renovation markets
- how the renovation dollar is spent
- who spends most on renovation (a profile)
- renovation spending by province with reference to CMAs (Census Metropolitan Area)

### 1 CANADIAN HOUSING MARKETS

Lower interest rates enable first-time buyers to afford higher priced homes

City	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Calgary	1.2	1.1	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8
Edmonton	1.1	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9
Winnipeg	1.0	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0
Regina	0.9	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1
Saskatoon	0.8	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2
Victoria	0.7	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3
Vancouver	0.6	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4
Ottawa	0.5	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5
Montreal	0.4	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6
Quebec	0.3	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7
Halifax	0.2	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8
St. John's	0.1	0.0	-0.1	-0.2	-0.3	-0.4	-0.5	-0.6	-0.7	-0.8	-0.9	-1.0	-1.1	-1.2	-1.3	-1.4	-1.5	-1.6	-1.7	-1.8	-1.9	-2.0	-2.1	-2.2	-2.3	-2.4	-2.5	-2.6	-2.7	-2.8	-2.9

CMHC SCHL  
Helping to house Canadians

### 2 NATIONAL HOUSING OUTLOOK

CHARTERED BANK OF CANADA EXPANSION INDICATES



### 3 MORTGAGE MARKET TRENDS

RECENT RENOVATION SPENDING



CMHC SCHL  
Helping to house Canadians

# SUBSCRIBE NOW!



# Renovation Market Publications

**YES, send me your premiere issue(s) of:**

- |   |  |
|---|--|
| <input type="checkbox"/> Ontario Renovation Markets \$15* | <input type="checkbox"/> Prairie Renovation Markets \$15*  |
| <input type="checkbox"/> Quebec Renovation Markets \$15*  | <input type="checkbox"/> Atlantic Renovation Markets \$15* |
| <input type="checkbox"/> B.C. Renovation Markets \$15*    | <input type="checkbox"/> National Renovation Markets \$15* |
| <input type="checkbox"/> Set, all six publications \$90*  |  |

\* plus GST (Orders outside Canada add 30%)

Name/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ Postal code: \_\_\_\_\_

☐ Purchase Order No. (libraries, gov't departments) \_\_\_\_\_

☐ Bill me For faster service call (819) 956-4802 or Fax (819) 994-1498

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**CMHC SCHL**  
Helping to house Canadians

Canada

**Go four it!** You can order any, or all four National CMHC publications.

- |  |  |
|--|--|
| <input type="checkbox"/> Canadian Housing Markets \$44*    | <input type="checkbox"/> National Housing Outlook \$66*    |
| <input type="checkbox"/> Mortgage Market Trends \$44*      | <input type="checkbox"/> National Renovation Markets \$15* |
| <input type="checkbox"/> Set, all four publications \$169* |  |

\* plus GST (Orders outside Canada add 30%)

Name/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov.: \_\_\_\_\_ Postal code: \_\_\_\_\_

☐ Purchase Order No. (libraries, gov't departments) \_\_\_\_\_

☐ Bill me For faster service call (819) 956-4802 or Fax (819) 994-1498

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**CMHC SCHL**  
Helping to house Canadians

Canada

ORDER  
PROCESSING

TRAITEMENT  
DES COMMANDES



CCG-PUBLISHING  
45 SACRE COEUR BLVD  
HULL PQ K1A 9Z9

GCC-EDITION  
45 BOUL SACRE COEUR  
HULL PQ K1A 9Z9

MAIL  POSTE

Canada Post Corporation / Société canadienne des postes

Postage paid  
if mailed in Canada

Port payé  
si posté en Canada

Business  
Reply

Réponse  
d'affaires

0178271199 01



ORDER  
PROCESSING

TRAITEMENT  
DES COMMANDES



CCG-PUBLISHING  
45 SACRE COEUR BLVD  
HULL PQ K1A 9Z9

GCC-EDITION  
45 BOUL SACRE COEUR  
HULL PQ K1A 9Z9

MAIL  POSTE

Canada Post Corporation / Société canadienne des postes

Postage paid  
if mailed in Canada

Port payé  
si posté en Canada

Business  
Reply

Réponse  
d'affaires

0178271199 01





## Ranking by market size — Quebec

Rank		Aggregate expenditure Millions (\$)	Homeowner households reporting spending Percentage (%)*	Average spent (\$)
1	Renovation — interior only	511.3	10.9	3,164
2	Renovation — exterior only	483.3	10.6	3,061
3	Renovation — both exterior and interior	453.1	3.8	7,949
4	Outdoor patios, fences, driveways and swimming pools**	281.5	11.4	1,653
5	Structural extensions	261.1	4.1	4,271
6	Roofing complete or partial**	198.9	7.6	1,763
7	Painting — exterior and interior	192.8	47.8	271
8	Landscaping	152.2	8.4	1,222
9	Garages and carports	139.6	1.7	5,485
10	Heating and air conditioning	129.7	10.2	853
11	Hard surface flooring and carpeting**	96.9	8.0	809
12	Plumbing**	89.9	15.6	388
13	Electrical systems**	65.7	7.6	581
14	Carpentry (including wooden floors)	58.5	4.0	980
15	Other interior walls and ceilings	36.5	6.5	377
16	Built-in appliances**	30.5	2.8	727
17	Exterior walls	30.0	7.2	279
18	Other new installations and replacement**	25.8	1.0	1,704
19	Wallpapering	24.4	8.7	189
20	Other repairs and maintenance	18.7	3.3	384
21	Caulking and weather stripping	11.8	5.3	148

\* In 1990, there were an estimated 1,487,440 homeowner households in Quebec.

\*\* Indicates aggregated categories.

Sources: Statistics Canada, CMHC.

## INFORMATION SOURCES and DEFINITIONS

Information for this report originates mainly from various publications produced by Statistics Canada and special tabulations requested by CMHC.

In addition to the Homeowner Repair and Renovation Expenditure Survey described below, the data sources include construction statistics, building permits, wholesaler sales and national income and expenditure accounts.

The Homeowner Repair and Renovation Expenditure Survey provides detailed information on the spending characteristics of homeowners. The latest survey available, conducted in the spring of 1991, asked more than 30,000 homeowners about their renovation spending in 1990. The main results of this survey are published in Homeowner Repair and Renovation Expenditure in Canada — 1990 (Catalogue No. 62-201).

The survey asks homeowners about their spending on contract

or materials for renovation for the previous year. It identifies 34 types of repair and renovation activities which are grouped under five major headings: renovations and alterations; structural additions; repairs and maintenance; replacement of equipment; and new installations.

### Repairs and Maintenance:

Expenditures made on an existing structure or piece of equipment to keep it in good working condition and appearance so as to maintain it in "as new" a condition as possible.

### Replacement of Equipment:

Installation of equipment that replaces an existing unit. Includes upgrading to a superior quality of equipment and conversion from one type of unit to another (such as replacing an electric hot water heater with a gas fuelled unit).

### Additions:

Structural extensions or additions to the property (such as rooms, decks, garages, carports, garden sheds etc.), inground swimming pools, fences, patios, driveways, and major landscaping.

### Renovations and Alterations:

Work done that was intended to upgrade the property, rearrange the interior space, modernise existing facilities. Includes jobs such as remodelling rooms, adding or replacing doors and windows, renovating exterior walls, upgrading insulation and adding eavestroughing.

### New Installations:

The installation of equipment that did not previously exist on the property, or that was installed in addition to the equipment on the property.

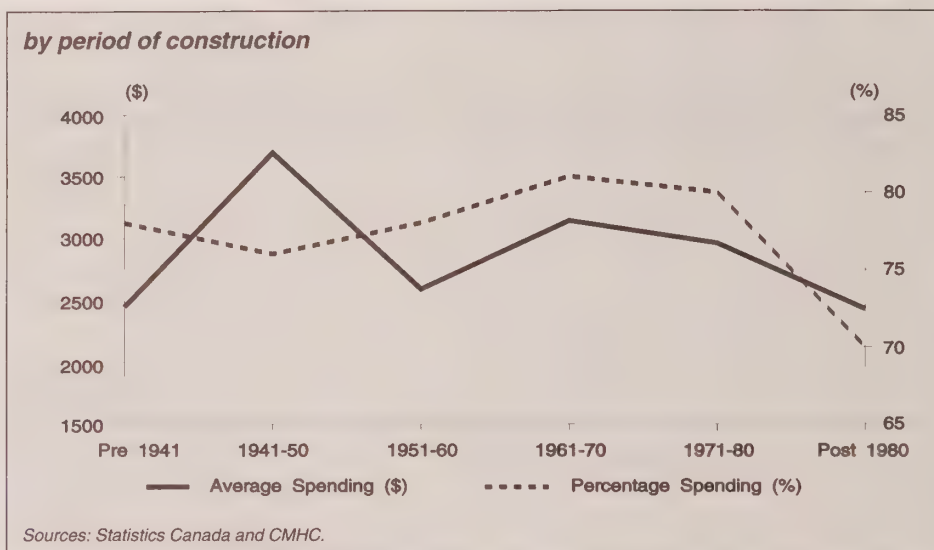
## Homeowner profiles . . .

The graphs in this section illustrate how expense frequency and level were impacted by such factors as dwelling construction date, year household moved in, household income, age of household head and value of dwelling. These are the five main factors likely to have an influence on a homeowner's decision to spend on renovations and how much to spend.

### Average-age housing stock dominates the market

**S**ince the homeownership trend is more recent in Quebec than in other regions of the country, the homeowner housing stock is relatively younger than, for example, that in Ontario. Nearly 45 per cent of the homes were built during the 1960s and 1970s, compared with 37 per cent for Ontario.

The owners of houses built during this period tended to spend more than other groups on renovation. Work was reported by 81 per cent and 80 per cent of the households in houses built in the 1960s and 1970s respectively. The average amount spent also tended to be higher, that is, \$2,960 and \$3,140 respectively. Units built during



this period accounted for nearly 50 per cent of total renovation expenditures.

The frequency of spending was 70 per cent for houses built during the 1980s and close to 77

per cent for houses built prior to 1960. The average amount spent was around \$2,500 to \$3,000, excluding the houses built during the 1940s (\$3,700). ■

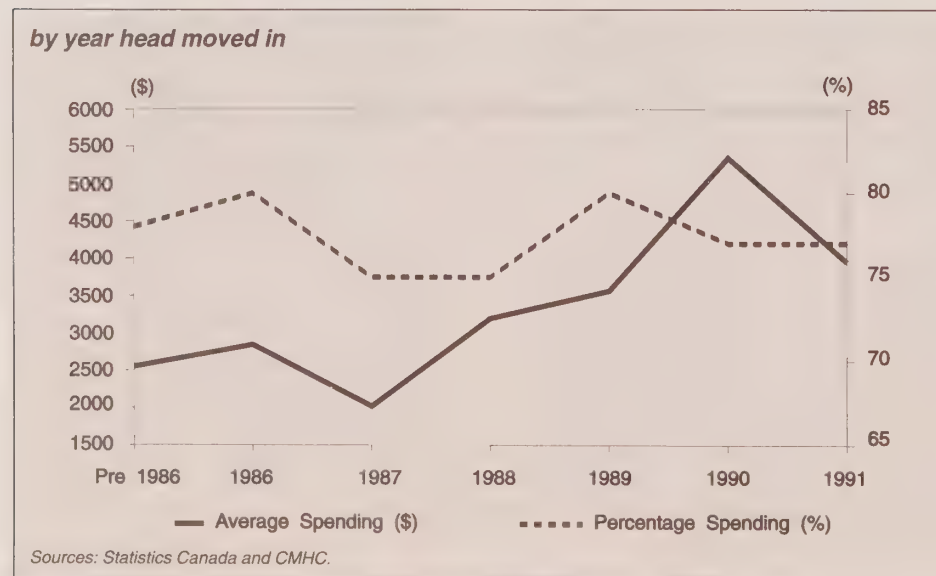
### New occupants spend more

**N**ew occupants tended to spend more on renovation. Thus, the homeowners who

moved in 1990 spent, on average, nearly \$5,350 during that year, placing them far ahead of the

other groups. Their frequency of spending was lower, however, with only 70 per cent of the households reporting expenses. Most of the work by new occupants involves renovations and alterations spent on contract jobs.

The amount spent is matched by those who moved in 1991, whether for their previous houses before moving out or for their new houses before moving in. To a large extent this expenditure covers materials. The owners who moved in 1989 also recorded high spending (\$3,570) and high frequency (80 per cent). ■





## Spending and frequency rise with income

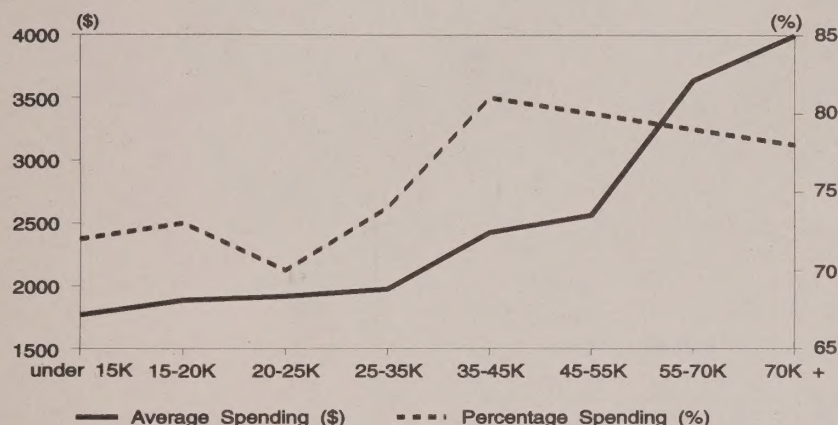
**O**f all the variables considered, household income undoubtedly had the strongest impact on the frequency and the average level of renovation

spending. This trend is evident in all the regions in the country and for all the major types of renovation expenditures for contract jobs or for materials.

On closer examination, there are two distinct groups with respect to frequency: between 70 and 74 per cent of households with annual incomes under \$35,000 reported renovation spending, whereas the frequency varied from 78 to 81 per cent for those with incomes over \$35,000.

The average renovation expenditure reflected the same trend. This figure was under \$2,000 for households with incomes under \$35,000. For households with incomes in the \$35,000 to \$55,000 range, this figure was approximately \$2,500. For the higher income brackets, the average expenditure exceeded \$3,600. ■

by household income



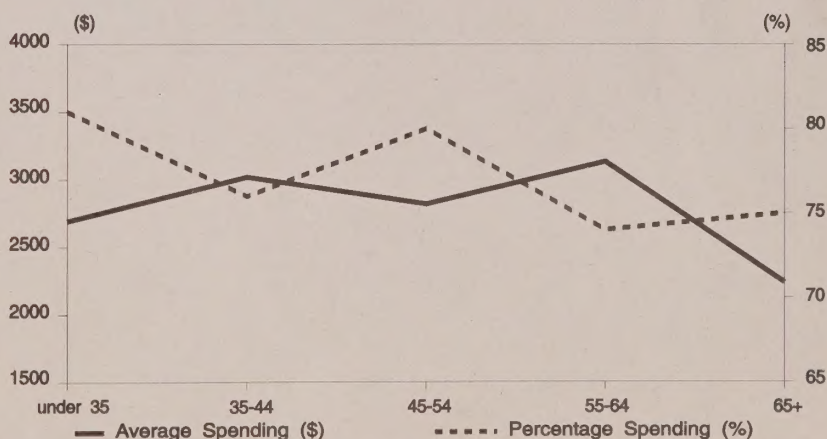
Sources: Statistics Canada and CMHC.

## Baby boomers spend the most

**T**he breakdown by age of household head reflected general demographic trends: baby boomers (household heads) under 45 years old represented 45 per cent of the total households spending, and they reported 47 per cent of total renovation spending.

The group aged 65 years and older had the lowest average renovation expenditures and frequency of renovation work. Variations by age group are not as large, however, as in the other regions of the country, where there is a progressive reduction in level and frequency of spending as the household heads grow older. ■

by age of household head



Sources: Statistics Canada and CMHC.

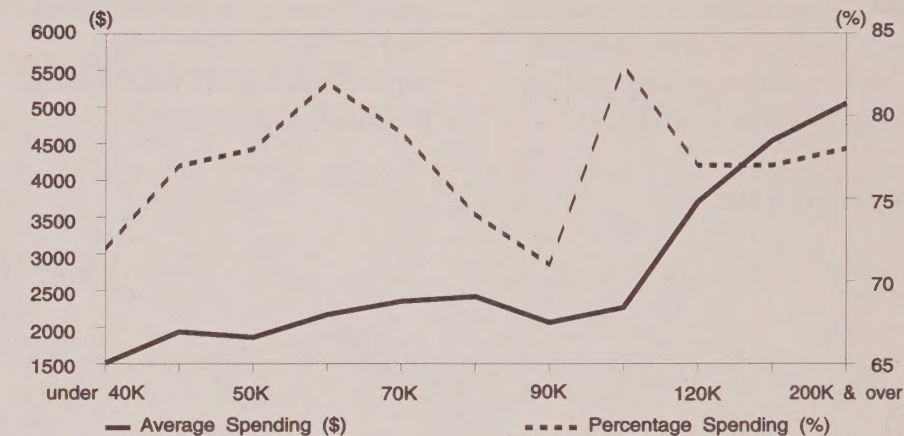


## Spending increases with value of dwelling

As with household income, the dwelling value was a major factor in determining the average amount spent on renovation by homeowners. Thus the average expenditure was under \$2,000 for houses valued at under \$60,000. It varied between \$2,000 and \$2,500 for houses in the \$60,000 to \$120,000 bracket. The average figure increased subsequently and exceeded \$5,000 for houses over \$200,000.

The spending frequency varied between 71 per cent for houses valued at \$90,000 to \$100,000 and 83 per cent for

by value of dwelling



Sources: Statistics Canada and CMHC.

\$100,000 to \$120,000 homes. There was no clear relation be-

tween frequency of spending and the value of the dwelling. ■

## 4 ways to get the edge!

You need an edge to succeed in today's volatile housing markets. Accurate, concise, current information can make the difference between winning and losing. Now, Canada Mortgage and Housing Corporation can help you get that edge.

CMHC publishes four reports that dissect the trends and analyze the forces shaping the housing and mortgage markets. These reports can be the advantage you need for business success.



**Canadian Housing Markets**

Cat. No.: NH12-7E

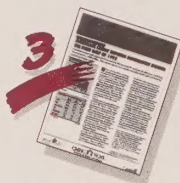
\$44\* (one year)



**National Housing Outlook**

Cat. No.: NH12-9E

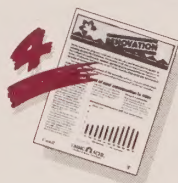
\$66\* (one year)



**Mortgage Market Trends**

Cat. No.: NH12-8E

\$44\* (one year)



**National Renovation Markets**

Cat. No.: NH1-3-1992E

\$15\*

Market Analysis Publications — Your Market Connection



Order today by phone (819) 956-4802 or send us your name, address and telephone number by fax (819) 994-1498.

Order all four publications for \$169\*  
\* plus GST. Orders outside Canada: add 30%.



For further information contact Gilles Proulx, Chief Economist, Market Analysis Centre, National Office, Ottawa, Ont., (613) 748-2574.

### CMHC Local Market Analyst Contacts

**Anh Trinh** Montreal/Reg. Office  
Senior Advisor (514) 283-3846

**Kim-Anh Lam** Montreal/Reg. Office  
Reg. Economist (514) 283-4488

**Jacques Pelletier** Montreal  
Sen. Market Analyst (514) 283-8391

**Brian Kelly** Montreal  
Market Analyst (514) 283-8375

**Mario Vachon** Montreal  
Market Analyst (514) 283-7312

**Marie Michèle Del Balso** Longueuil  
Market Analyst (514) 928-4006

**Ousmane Ba** Laval  
Market Analyst (514) 967-3736

**Pierre Leroux** Ste. Foy  
Sen. Mkt. Analyst (418) 649-8080

**Jean-François Dion** Ste. Foy  
Market Analyst (418) 649-8080

**Sandra Girard** Chicoutimi  
Market Analyst (418) 698-5511

**Philippe Le Goff** Hull  
Market Analyst (819) 770-1550

**Léopold St-Pierre** Rimouski  
Market Analyst (418) 722-3388

**Yvan Renaud** Val d'Or  
Market Analyst (819) 824-3649

**Hélène Dauphinais** Sherbrooke  
Market Analyst (819) 564-4220

**Sylvain Dufresne** Trois-Rivières  
Market Analyst (819) 371-5209







